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08-29-2002

In Re Registration No. 2,465,106
Registered on July 3, 2001

IN THE UNITED STATES PATENT AND TRADEMARK
OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SPECIALIZED BICYCLE
COMPONENTS, INC.

Petitioner,

v.

08-24-2001

Cancellation No. 92040799

ANDREW D. APPLEBY of GENERAL
SPORTS AND ENTERTAINMENT, LLC

Registrant.

TRADEMARK TRIAL AND
APPEAL BOARD
02 SEP - 9 PM 8:44

ANSWER TO PETITION TO CANCEL

ANDREW D. APPLEBY of GENERAL SPORTS AND ENTERTAINMENT, LLC,
("Registrant"), a Michigan limited liability company with principal business address at 400
Water Street, Suite 250, Rochester, Michigan 48307, hereby responds to the petition of
Petitioner, SPECIALIZED BICYCLE COMPONENTS, INC., as follows:

Registrant does not contest Petitioner's petition and it has consented to expressly abandon
U.S. Trademark Reg. No. 2,465,106, as indicated in the letter from Andrew D. Appleby dated
August 1, 2001 and attached hereto as Exhibit A.

Dated: August 29, 2002

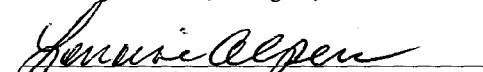
Respectfully submitted,


Dana L. Schmitt, Esq.

Executive Vice President/General Counsel
GENERAL SPORTS AND
ENTERTAINMENT, LLC
400 Water Street, Suite 250
Rochester, Michigan 48307
(248) 601-2200

CERTIFICATE OF EXPRESS MAILING:

I, Lorraine Alpers, do hereby certify that this document
is being deposited with the United States Postal Service
as Express Mail on 8-29-02 in an envelope
numbered EU608216066 US
addressed to: Assistant Commissioner for Trademarks,
2900 Crystal Drive, Arlington, VA 22202-3513


Lorraine Alpers

Attorney for Registrant
Andrew D. Appleby of General Sports and
Entertainment, LLC

EXHIBIT A

GENERAISPORTS

General Sports and
Entertainment, LLC

August 1, 2001

400 Water Street
Suite 250
Rochester, MI 48307

Mr. David C. Kocab
Clark Hill plc
500 Woodward Avenue
Suite 3500
Detroit, Michigan 48226-3435

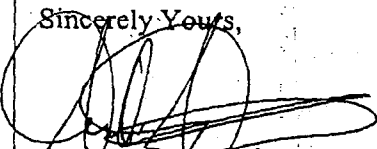
Re: Petition to Cancel Trademark No. 2,465,106

Dear David:

This letter will serve as my consent to expressly abandon U.S. Trademark Reg. No. 2,465,106, a copy of which is attached to this letter. Please forward this letter to counsel for Specialized Bicycle Components, Inc. so that they can use it in conjunction with their Petition to Cancel Trademark Reg. No. 2,465,106.

248.601.2200 Tel.
248.601.2400 Fax
www.generaisports.com

Sincerely Yours,


Andrew D. Appleby
President & CEO
General Sports and Entertainment, LLC

ADA:DLS

Attachment

SUBSCRIBED AND SWORN TO
Before me this 2nd day
of August, 2001.


NOTARY PUBLIC

Commission expires on: 6-17-06

LORRAINE ALPERS
NOTARY PUBLIC - OAKLAND COUNTY, MI
MY COMMISSION EXP. 06/17/2006